

37 CFR 1.98(a)(1) Reference Citation for Information Disclosure Statement**Neifeld Docket No: PIP155CARR-US**

Application/Patent No: 10/559,937

USPTO CONFIRMATION NO: 1038

File/Issue Date: 12/8/2005

Inventor/Title: Carr/Assumed Demographics, Predicted Behavior, and Targeted Incentives

RELATED CASE DOCKET NUMBERS: PIP-120-DAVI-US; PIP-120-DAVI-US1;

PIP-120-DAVI-US2; PIP155CARR-US; PIP155CARR-US1

LISTING OF UNITED STATES PATENTS - U series

EXAMINER INITIALS	REFERENCE NUMBER (U SERIES)	PATENT NUMBER	ISSUE DATE (MM/DD/YYYY)	NAME OF PATENTEE OR APPLICANT	PAGE/LINE AND FIGURE/ELEMENT OF RELEVANT MATERIAL AND/OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.)
	U-001	4,961,089	10/02/1990	Jamzadeh	Previously cited in this application
	U-002	5,832,457	11/03/1998	O'Brien et al.	Previously cited in this application
	U-003	5,774,868	06/30/1998	Cragun	Previously cited in this application
	U-004	5,930,764	07/27/1999	Melchione	Previously cited in this application
	U-005	5,999,914	12/07/1999	Blinn	Previously cited in this application
	U-006	6,119,099	09/12/2000	Walker	Previously cited in this application
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	U-010	7,107,225	09/2006	McClung, III	Previously cited in this application
	U-011	7,653,594	01/26/2010	Davis	Previously cited in this application
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LISTING OF UNITED STATES PUBLISHED APPLICATIONS - P Series

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LISTING OF FOREIGN AND INTERNATIONAL PATENT DOCUMENTS - F Series

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PIP-120-DAVI-US2; PIP155CARR-US; PIP155CARR-US1

LISTING OF NON PATENT LITERATURE - O Series

EXAMINER INITIALS	REFERENCE NUMBER (O Series)	PUBLICATION DATE (MM/DD/YYYY)	INCLUDE IN SEQUENCE: Name of first author (in CAPITAL LETTERS), Title in quotation marks, name of publication, date of publication, page numbers, publisher, city of publication, and country of publication	ENGLISH LANGUAGE TRANSLATION ATTACHED? (YES OR NO) AND/OR OR IDENTIFICATION OF PRIORITY APPLICATION IN WHICH REFERENCE IS CITED ("Of Record" indicates that the reference is already of record.)
	O-001	11/13/2003	PCT ISR for PCT/US02/25957	Previously cited in this application
	O-002	10/12/2001	Patent Abstracts of Japan, publication number 2001-282982	Previously cited in this application
	O-003	06/29/2001	Patent Abstracts of Japan, publication number 2001-175761	Previously cited in this application
	O-004	07/18/2003	Patent Abstracts of Japan, publication number 2003-203181	Previously cited in this application
	O-005	08/25/2008	English translation of office action in Japanese patent application 2003-579041, office action drafted 8/25/2008	Previously cited in this application
	O-006	03/25/2009	ESR for EP 02757131	Previously cited in this application
	O-007	06/28/2006	PCT International Report on Patentability with Written Opinion of the ISA in PCT/US04/26736	Previously cited in this application
	O-008	06/28/2006	PCT ISR for PCT/US04/26736	Previously cited in this application
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	O-011	02/01/1996	RHEE, BYON-DUK "CONSUMER HETEROGENEITY AND STRATEGIC QUALITY DECISIONS" FEBRUARY 1996, MANAGEMENT SCIENCE, VOL 42, NO 2, PP 157-172.	Previously cited in this application
	O-012	08/28/2008	Definition of "Predictive", One Look Dictionary Search, http://www.onelook.com 8/28/2008	Previously cited in this application
	O-013	08/28/2008	Definition of "December 17, 2009", "Data", Netlingo, http://www.netlingo.com 8/28/2008	Previously cited in this application
	O-014	08/28/2008	Definition of "Record", One Look Dictionary Search, http://www.onelook.com 8/28/2008	Previously cited in this application
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	O-016		Claims filed 11/26/2009 in application US 12/626,677.	Previously cited in this application
	O-017	10/16/2006	Claims filed by preliminary amendment filed 10/16/2006 in US 10/559,937.	Previously cited in this application
	O-018		Summons to attend oral proceedings in associated application EP 02757131.4, dated 11/11/2009.	
	O-019		Date, "An Introduction to Database Systems", Fifth Edition, 1990, Contents Index and Pages 579-609.	

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